FALL '70



SPECIAL

OUR PRICE

60c

STARRING

.

BRAND NEW

17 NEVER-BEFORE -PUBLISHED PAGES

AND FEATURING

ANOTHER FULL-COLOR, DIE-CUT, READY-TO-ASSEMBLE-AND-MISUSE

FREE BONUS

JINX SOMEONE YOU HATE WITH

THE MAD
VOODOO
DOLL

PLUS

A PORTFOLIO OF

ANALO

MOVIE

SATIRES

PLUS
A PORTFOLIO OF
INAD
TV
SATIRES

PLUS
A PORTFOLIO OF
DON
MARTIN

PLUS
A PORTFOLIO OF
DAVE
BERG



Memories...forever gleaming

In fleeting moments sweetly shared, the world is filled with joy for lovers, their way is bright with dreams. It is a magic time, and they may recall it always in the enchanting lights of her wedding diamond . . . sparkling behind the window pane of the pawn shop where they were forced to hock it when things got bad. That's one thing you can do when it seems like . . .

* # # #

FACTS ABOUT DIAMONDS: When choosing a diamond it is wise to seek the counsel of a trusted jeweler, if you can find one. He will explain how color, clarity and cutting are important, but it's the size that's impressive. In other words, you can get a much bigger diamond for your money if it's got a little flaw or two. After all, who's gonna know? Mainly, who goes around with a jeweler's eyepiece, anyway?

1 carat \$500 to \$3000 2 carats \$3000 to \$5000 3 carats \$5000 to \$9000 4 carats \$200 to \$210

The prices quoted above are based on buying the three smaller stones from a reputable jeweler, and buying the larger "hot" rock from a disreputable fence. If you got half a brain, you can figure which is the better deal!

The FALL '70



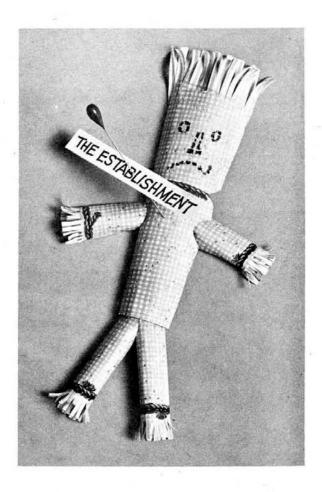
SPECIAL

"The main thing wrong with the younger generation is:
A lot of us don't belong to it anymore!"
—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production JERRY De FUCCIO, NICK MEGLIN associate editors

contributing artists and writers THE USUAL GANG OF IDIOTS



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For The Birds

POP ART DEPT.

We keep hearing a lot about the "Generation Gap" these days . . . that children and adults have nothing in common . . . that young people live in a world of their own and never listen to older folks . . . and that things would be a lot better if kids

IF KIDS BEHAVED L

ARTIST: JACK RICKARD

THE PSYCHIATRIST'S SON...



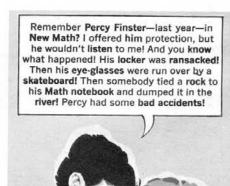




THE GANGSTER'S SON...







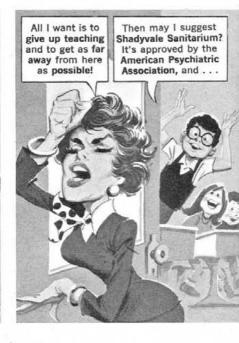
would only behave! Behave like who . . . their parents? Well, let's just see how much better things would be if kids became real "chips off the old blocks" and followed the examples of the Older Generation. Let's just see what would happen

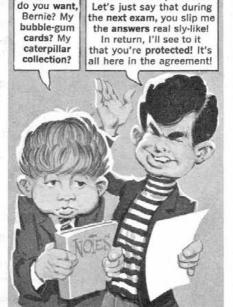
IKE THEIR FATHERS

WRITER: FRANK JACOBS









That's kid-stuff, Chester!

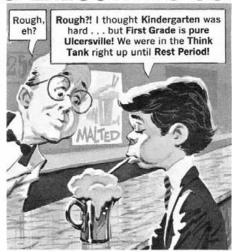
Okay! What





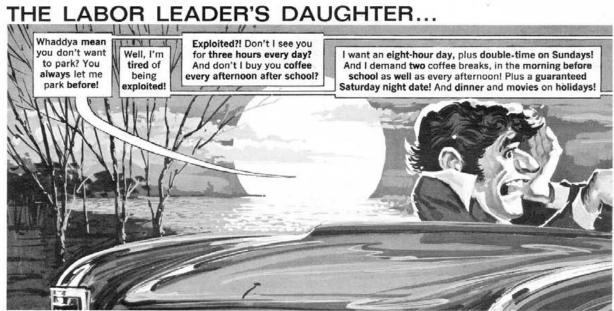
THE ADVERTISING EXECUTIVE'S SON ...





See the guy nursing the Cherry Phosphate at the end of the counter? He was aced out of the Hall Monitor's job by the Principal's nephew! But that's the way the building blocks tumble! Set up another one, Joe!





THE MOVIE-PRODUCER'S SON...



If I let

It'll be your Big Break, Timmy!

Hey! The score is 77 to 61, and I haven't gotten to play yet!

You're too hot a property to waste in the first quarter! But get ready! You'll be making your Big Entrance later on! So stay cool, Sweetie-and don't call us, we'll call you!



The game's over, my football's So busted, I didn't get to play a sue single minute, and I have to me! go to the bathroom!



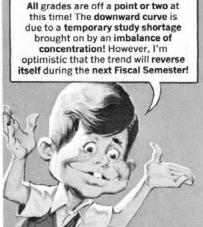






THE STOCK-BROKER'S SON...







KEY-PUNCH AND JUDY DEPT.

Nobody really enjoys the long grind of associations that begin with obnoxious playmates and end up with sickening pall-bearers! So, if the modern miracle of "Computer Dating" and "Computer-Match-Making" can instantly find you the perfect partner for love and marriage, why

WHEN COMPUTER MATCH-MA

1	PICK-A-ROOMIE SERVICE	OTANIA OTA	and I de la	• ^
A	You're not the only weirdo on campus, so let our IBM Computer find the other one for you to move in with!"	3		2000
No.	All information given on this questionnaire will be held in		Salar Company	A CONTRACTOR OF THE PARTY OF TH
	and the Local Police have enough on you in their files so they can put the finger on you whenever they feel like it.		TWO FOR TEE, INC.	AL .
	PERSONAL HABITS		"Helping you and I	
P	A. Could you stand to live with the type of roommate who piled his	PACE AND A	Please ones	O W ARTHIRAND
1	clothes on your bed, twanged a guitar until 2 A.M. and only		and as truthfully as you are capable of doing since our computer has already been programmer cheat, giving you a better score than you deser	tely
N.	changed his socks once a month?	CAP (SA)	1. Are you some Line	ve.
	there are?	W SWY	1. Are you some kind of religious fanatic whose church activities would prevent you for	Mary Constitution of the C
9	RACIAL & RELIGIOUS ATTITUDES C. Would you accept a member of a		ing in many you from squeez-	S NO
	D. Since rich sorority girls constitute	2	. Don't you gares u	
3	a minority group, would you care to change your answer to the		way and three nutt	NO PARTIES
1	E. If you were assigned a Black Mil-	从		
	to "Get the Honkies", would you		Would you willingly concede your partner a six-inch putt?	NO VALLE
13	his grievances before he killed	4.	Would you william	NO NO
3	F. Are you so enlightened that you	5.	So how shout	
The second	would welcome a roommate of any faith, assuming that his reli-		So how about conceding a 140- yard chip shot through the trees,	
#	gion didn't require him to do any- thing noisy while you were trying YES NO	MAD W	sand traps?	No.
The state of the s	to sleep?		Do you ever suggest having a lrink at the clubhouse after the	
1	G. Do you spend most of your free	b	y then to think about its	
30	time making ruffled curtains for your dormitory room to give it a	n	er who spend a golfing part-	
2 H	nomey look?	Million 'Da \WY at	er who spends so much time way from the course that he can ill recognize his children?	
	grams?	8. Ac	dd the falls :	
N 1.	Do you usually stay at the Dorm Saturday night baking fudge	MARIE CO	mes to mind: 57 + 50 total that	
1	guys when they get in from their	9. On	Question 8, reconsider and	沙人人
J	dates?	the	if you don't agree that 84 was first figure that should have ne to mind.	THE STATE OF THE S
	der you've already lost eight YES NO	10. Wo	uld you consider	A STATE OF THE STA
	roommates this semester?	to :	accept any are promised not	
K	. Would you find it difficult to ad-			HAR AND
	just if you learned that your new roommate had a wife and 3 children who were planning to	parti	Id you accept a minister as a ner, assuming his profanity wing muffed share	
1	in with you?	least	as colorful as your own?	
_	Do you tend to grow impatient with roommates who take over	she v	about a gorgeous blonde if	The many
	your half of the closet to store their equipment for printing counterfait manage.	you w	wed not to make passes at hile you were putting?	THE ME
M.	terfeit money?	BE SUL		10000000000000000000000000000000000000
	who keeps unplugging your study lamp so he can hook up his hot			The state of the s
	plate and boil cabbage?	The state of the	THE MINISTER WAS TO SEE THE STATE OF THE SECOND SEC	1 LAST INTE

couldn't it just as easily pair you up with compatible people in other areas of your life? Then we could all look forward to a glorious future of cradle-to-grave questionnairing like these MAD examples, designed to team us up with an endless procession of compatible partners

OVER COMPLETELY

RTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

FIND A FRIEND SERVICE "A lonely childhood leads to adult neurosis. Let us help you find a playmate before it's too late!" We know you're only a dumb little kid who can't even read or write very well. But you'd better shape up fast and learn how to fill out this questionnaire, or you're going to wind up in a big, cold building with bars on the windows where there are nasty men in white coats who hit you a lot. PEER GROUP ATTITUDES Do you avoid playing hide-andgo-seek for fear the other kids will all move out of town to make sure you never find them? If your best friend ate all your Silly Putty just to show off, would you strangle his kitten to get When you try to get your own way by threatening to hold your breath 'til you die, do the other kids encourage you to do it? Do you doubt your masculinity because you have to pay protection money to your little sister to keep her from beating you up?... QUIRKS AND PHOBIAS 5. Would you reject a member of a minority group as a playmate NO because you're convinced you'd catch what he's got? Do you insist on playing at your house because you're sure that other peoples' plumbing fixtures are all specially designed to flush you away? If a playmate shouts, "Bang! You're dead," do you lie down and stay there until a doctor ex-NO amines you to find out for sure?. PLAYMATE PREFERENCES Would your first preference be an imaginary friend because you find that type easier to dominate? ... Could you tolerate a policeman's son even though you're positive his old man will throw you in a dungeon for life if you misbehave? 10. If called upon, would you be willing to go to school naked to prove yourself worthy of the class bully's friendship? 11. Would you be afraid to disobey a Catholic playmate because you don't want to get in bad with God? GENERAL 2. Considering your answers to the above questions, don't you think it would be better if you just stayed home alone and stopped bugging people?

Neighborly Neighbor Placements

"Filling that bungalow next door with more than 16,000 compatible folks since 1968!"

WARNING: THIS SCIENTIFICALLY CONCEIVED QUESTION-NAIRE IS DESIGNED TO HELP YOU FIND NEW NEIGHBORS WITH PERSONALITIES AND INTERESTS SIMILAR TO YOUR OWN. MAKING ROOM FOR THEM BY GETTING RID OF THE CLODS THAT LIVE NEXT DOOR NOW IS YOUR PROBLEM.

	ioun	PRUE
	 Please list all equipment such as lawn mowers, mulch spreaders, bulldozers, etc., which you would require a new neighbor to buy in order for you to borrow. 	
2	Would you welcome a neighbor whose membership in the Minute	
3.	keep in practice?	YES

tache who only spoke German and had Argentine license plates on his car? Well, then, would you dig a chap

who always were a black opera cape and spent his evenings up on the roof howling at the moon?... So what do you want next door? You can't borrow ice cubes from a vacant lot, you know! ... Would it drive you out of your

mind to have a beautiful girl next door who never pulled her shades up quite far enough or down quite far enough?

Could you get chummy with a neighbor whose family kept getting smaller and who did a lot of digging in his yard at night? Don't you hate nosy neighbors

who insist on knowing why you keep a dead horse in your back Are you irked by ungrateful neighbors who never thank you for moving your dead horse to their

back yard? 10. Would you bother a neighbor to complain about his destructive children when it would be simpler just to throw poisoned candy over

the fence? 1. Would you appreciate being protected from violence on TV by a neighbor whose ham radio station loused up your picture on all 84 channels?

12. Please list all newspapers and periodicals that you find acceptable and worth stealing off a neighbor's porch. _





YES	NO

YES	NO

-	
YES	NO



NO





PLUS THE FREE BONUS

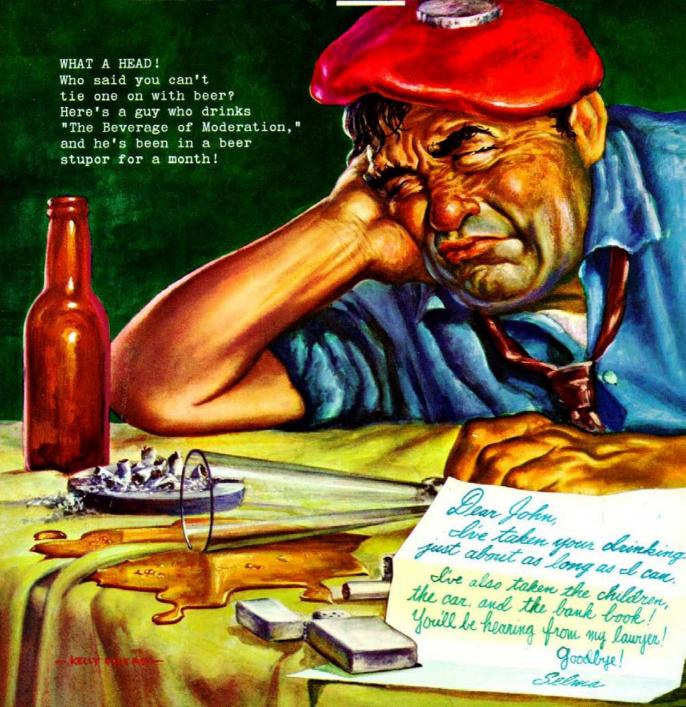
... A FULL-COLOR, DIE-CUT, READY-TO-ASSEMBLE-AND-PUT-TO-IMMEDIATE-MISUSE

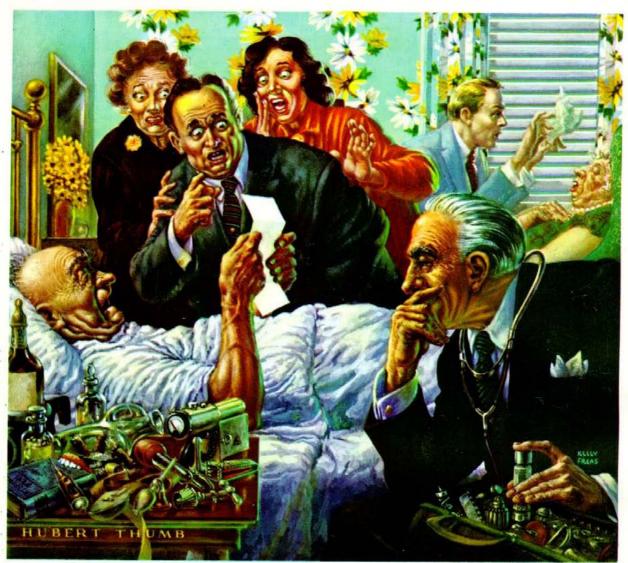


Sadder...

Butwiser

where there's strife...there's Beer





PRESENTING THE BILL—reproduced here, is one of a series of original oil paintings,
"Practising Medicine For Fun and Profit", commissioned by Park-David.

Great Moments in Medicine

Once the crisis has passed . . . once the patient has regained his strength . . . once the family is relieved and grateful . . . that's the time when the physician experiences one of the great moments in medicine. In fact, the greatest moment in medicine! Mainly, the moment when he presents his bill! That's the time when all of the years of training and study and work seem worthwhile. And there's always the chance that the shock might mean more business for him!

Park-David scientists are proud of their place in the history of practicing medicine for fun and profit, helping to provide doctors with the materials that mean higher fees and bigger incomes. For example, our latest development . . . tranquilizer-impregnated bill paper . . . designed to eliminate the shock and hysteria that comes when the patient gets a look at your bill. Not only will he remain calm when he sees what you've charged . . . now he won't even care!

PARK-DAVID